

From: Healthcare Indexes <healthcare.indexes@thomsonreuters.com>
Sent: Monday, May 02, 2011 1:03 PM
To: Hanchett, James (DPH)
Subject: Gauge Healthcare Market Trends with the Consumer Healthcare Sentiment Index

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INFORM DECISIONS. REDUCE COSTS. IMPROVE OUTCOMES. SHARE OPPORTUNITIES.



Dear James ,

Reducing wasteful healthcare spending is a top priority for stakeholders across healthcare. Gaining insights into consumers' healthcare choices can help you move the dial on population health and realize economic benefits.

Join us **Wednesday, May 18th, from 2:00-3:00 p.m. EST**, to discover how market trends and analytics from the **Thomson Reuters Consumer Healthcare Sentiment Index** can help you gauge the current use of healthcare services and predict future consumer healthcare purchasing behaviors.

Released monthly, the *Consumer Healthcare Sentiment Index* measures U.S. consumers' current and future ability to access, use, and pay for healthcare services for themselves and their dependents.

Register now for this hour-long session in which Gary Pickens, chief research officer for Thomson Reuters, will discuss:

- Why the index was created
- Findings and implications from the index, including a review of the longitudinal data and forecasts of future trends
- How organizations can use these findings to improve health and reduce costs

ABOUT THE CONSUMER HEALTHCARE SENTIMENT INDEX

The *Consumer Healthcare Sentiment Index* is based on the 100,000-household PULSE™ Healthcare Survey — a national, privately funded household survey of health behavior, attitudes, and utilization that has been running for more than 20 years.

To learn more about the *Consumer Healthcare Sentiment Index*, [visit our website](#) or [email us](#).



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Market Trends and Analytics from the Consumer Healthcare Sentiment Index
Wednesday, May 18
2:00-3:00 p.m. EST



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